



**COMPUTER IMAGE  
CORPORATION**



Computer Image Corporation has been pioneering in computer video animation equipment and software production for over ten years from its Denver location. For clients it is easily accessible, being near the intersection of I-25 and U.S. 6 just minutes from downtown Denver and busy Stapleton airport.

The leader in developing computer generated graphics, Computer Image Corporation holds 19 basic patents on ANIMAC, SCANIMATE and CAESAR computerized electronic animation systems. Years of research and development have gone into these analog and hybrid analog/digital computers designed to do just one thing... produce dynamic animation and visual effects.

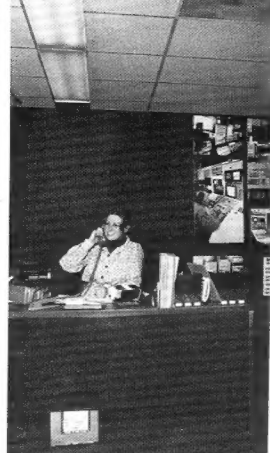
Today at Computer Image Corporation you have SCANIMATE, our analog computer noted for its free flowing, three dimensional video effects that are recorded in real time. The design of this computer earned an "EMMY" for Computer Image Corporation in 1972.

CAESAR, a hybrid analog/digital computer, is unique for its ability to do complex character animation with frame by frame control. It is only available in Denver for clients who need more elaborate presentations.

An integral part of the CAESAR and SCANIMATE systems is a Computer Image production switcher added to a new master control room. In addition, a color TV camera is available for inserting backgrounds, titles or live action. Taping is accomplished on two IVC 9000 two inch, high-band color helical recorders and an AMPEX 1200 recorder.

Although these computers are highly sophisticated they do not think on their own. This is where Computer Image Corporation's most important resource . . . its people come in. This highly specialized, professional team of people are dedicated to working with the client to give him the highest quality product in the shortest time possible at the lowest possible cost.

When the clients work closely with this team, communication "errors" are reduced to a minimum. This enables the client to have interaction and approve a scene to any degree he wants before it is taped. All this amazing equipment, technology and great people are available in Denver . . . come on out!



**people...**



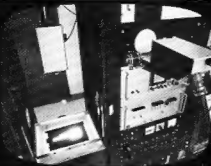
## scanimate...



Art Check



Negative Under TV Camera



High Resolution Monitor



Animation Control

Scanimate produces three dimensional graphic animation in real time. This unique real time animation system means that animation can be controlled by a creative director as easily as live productions. Scanimate is essentially a graphic animation system, an artistic tool designed exclusively for graphic and technical animation.

No computer knowledge is required on the clients part to work with Scanimate. However, you should have a pretty good idea of what kind of graphic effect you want and be able to describe it verbally so it can be communicated to our artist and animators clearly.

The storyboard you provide will be analyzed by our production crew in conjunction with your soundtrack and all problems ironed out in a pre-production meeting.

Black and white line art will be produced by our art staff and converted into high contrast line negative to go under Scanimate's TV camera.

With you looking on, (if you like) the Scanimate operator will set position, size, intensity, duration and animation. After everything is worked out, color is added and a dry run is made for your approval. If all meets with your okay the scene is recorded.

## caesar...



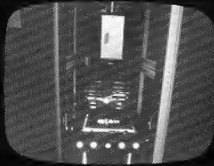
Pre-Production Planning



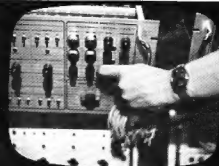
Art Preparation



Line Negative Processing



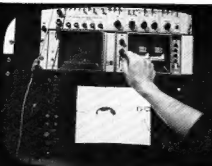
Negative Under TV Camera



Scan Control



Scanimate Operator



Color Adjustment



scanimate...

Playback Check

CAESAR is unique because of its ability to animate complex characters and concepts, including lipsync. The name CAESAR is derived from Computer Animated Episodes using Single Axis Rotation. This system is the only one in the world and is available at Computer Image Corporation.

No computer knowledge on the part of the client is required. Bring your storyboards and soundtrack to us and our production staff will sit down with you to work out the details to produce the animation you want.

Once everyone has agreed on visual style, black and white artwork is prepared by our art staff. This art is then converted into high contrast line negatives on our in-house graphic arts camera/processor.

These negatives are then sectioned and placed under CAESAR's TV cameras. This video is fed and reassembled into your character on the high resolution monitor.

At this point the CAESAR operator animates key motion points, encoding this information into the computer. The computer then fills in all the remaining motion frame by frame. Often, a scene can be composed of a number of elements, such as background from camera, background panner, Scanimate effects, live action and video tape. When the scene is completed it is played back for your approval before final taping. This gives you interaction during the animation process.



High Resolution Monitor



CAESAR Animate



Master Control Room

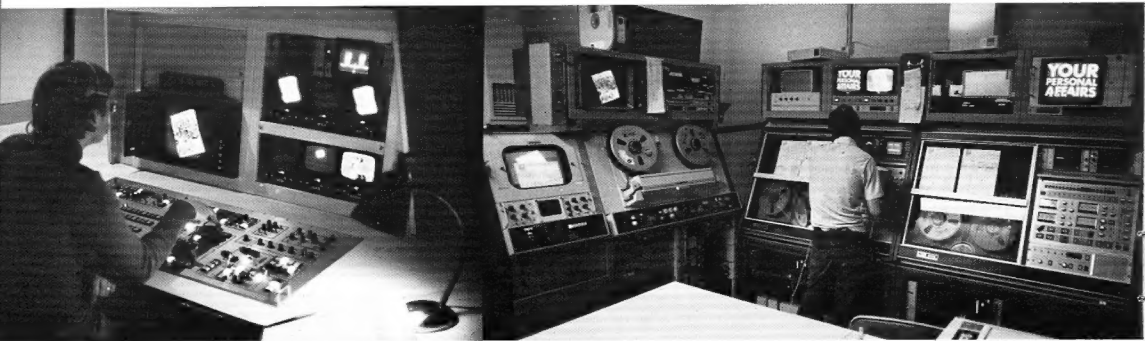


caesar...

Video Taping

## **mastercontrol...**

The master control room is an integral part of both CAESAR and Scanimate. Through it the whole production facility is tied together. The heart of this control room is a Computer Image Corporation Production Switcher. This switcher has 5 buses with 16 inputs each; three mixed effects amplifiers with pattern generators, conventional chroma-key, composite chroma-key, luminance-key, soft effects and border effects. This is as elaborate as any switcher manufactured. The switcher is controlled with a small computer of our own design that automates the control function of our entire production facility. This micro-computer represents an advance in control unequalled in the computer animation industry.



## **vtr...**

Video tape recording is done with two IVC 9000 color two inch helical recorders. These VTRs enable Computer Image to record multiple generations if required and avoid inherent color defects that are usually associated with multiple generation quad recording. A release recording is first generation on quad two inch high-band color video tape done on our AMPEX 1200 VTR with a mastering grade recording head.

When you consider using the services of Computer Image Corporation we strongly urge that you visit our facility and meet with our staff. This will give you an idea of how the process works plus a chance to see CAESAR and Scanimate in action and meet some very special people. Important points to remember about using Computer Image Corporation for your animation needs are:

- CAESAR complex animation system is unique in the world, available only at Computer Image Corporation, Denver, Colorado.
- Well defined ideas of what you want that can be described verbally or better yet in a rough storyboard.
- Our production staff will take a personal interest with your project in pre-production and work closely with you throughout the production.
- No computer knowledge on the part of the client is required.
- Kodak high contrast line negatives for your project are prepared quickly in-house.
- You or your director/producer can have interaction with the animation process since CAESAR and Scanimate operate in real time.
- Using combinations of CAESAR and Scanimate animation with stock footage, live action and even still photographs, creative possibilities are endless.
- All video tape recording is done on two inch high-band color video tape to broadcast standards. Using helical recorders reduces banding and other inherent problems with multiple generation recordings.
- A release recording is first generation on quad two inch high-band color video tape.

#### List of Clients:

ABC  
CBS  
NBC  
AT&T  
Home Box Office  
Sears  
Montgomery Ward  
Standard Oil of Indiana  
Gulf Oil  
Sandy Corp.  
Amana  
John Deere  
Signode  
Coors  
BLIMP Film LTD, Brazil  
Oral Roberts University  
PTL Television Network  
U.S. Navy  
U.S. Department of Agriculture  
Continental Container Co.  
Electrohome  
Childrens Television Workshop  
Schwinn  
U.S. Aviation Underwriters





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